

## CLAIMS

1-123. (Canceled)

124. (Currently Amended) A computer-implemented method of enabling a purchase of a product or service, the method comprising:

(a) receiving identification of at least one product or service available for purchase at any venue in a set of one or more venues;

(b) presenting to a purchaser, via a communications device, a list of the at least one product or service;

(c) (a) receiving, via the communications device, an instruction from [[a]] the purchaser to purchase at least one selected product or service from the list specified product or service for a specified recipient different from the purchaser, wherein the at least one selected specified product or service;

(i) is capable of being to be provided to the recipient in person at any venue in [[a]] the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, and

(ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c); and

(d) (b) transmitting providing to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues.

125. (Currently Amended) The invention of claim 124, wherein the notification further comprises an identifier that enabling the recipient presents or redeems to claim the at least one specified product or service in person at any venue in the set of one or more venues to receive the at least one selected product or service.

126. (Previously Presented) The invention of claim 125, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or alphanumeric expression.

127. (Currently Amended) The invention of claim 125, wherein the identifier is adapted to be printed on a medium that to enable the recipient presents or redeems to claim the at least one specified product or service by presenting the medium at any venue in the set of one or more venues to receive the at least one selected product or service.

128. (Currently Amended) The invention of claim 124, further comprising storing associating the instruction with a physical device identifier corresponding to a physical device that the recipient presents adapted to be presented by the recipient at any venue in the set of one or more venues to receive the at least one selected product or service to claim the at least one specified product or service.

129. (Currently Amended) The invention of claim 124, further comprising:

(e) (e) transmitting providing to at least one venue in the set of one or more venues, data enabling authentication of the recipient to receive to claim the at least one specified selected product or service.

130. (Currently Amended) The invention of claim 129, wherein step (e) (e) is performed at substantially the same time as presentation by the recipient at the at least one venue of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical

device ~~by the recipient~~ enabling authentication of the recipient to receive the at least one selected product or service ~~to claim the at least one specified product or service.~~

131. (Currently Amended) The invention of claim 129, wherein step ~~(e)~~ further comprises ~~transmitting providing~~ the data enabling the authentication of the recipient to all of the venues of the set of one or more venues in advance of presentation by the recipient of ~~(i)~~ an identifier, ~~(ii)~~ a physical medium having an identifier printed thereon, or ~~(iii)~~ a physical device ~~by the recipient~~ enabling authentication of the recipient ~~to claim the at least one specified to receive the at least one selected~~ product or service.

132. (Currently Amended) The invention of claim 129, wherein the data provided in step ~~(e)~~ comprises identification of the at least one selected product or service.

133. (Currently Amended) The invention of claim 124, further comprising:  
~~(e)~~ storing instruction data associated with the instruction indicating that the recipient is entitled to the at least one ~~specified~~ selected product or service;  
~~(f)~~ receiving redemption data from a venue indicating that the at least one ~~specified~~ selected product or service has been provided to the recipient; and  
~~(g)~~ updating the instruction data to indicate that the at least one ~~specified~~ selected product or service has been provided.

134. (Previously Presented) The invention of claim 124, further comprising ~~transmitting providing~~ data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the set of one or more venues.

135. (Previously Presented) The invention of claim 124, further comprising storing data corresponding to the instruction on a server remote from the set of one or more venues.

136. (Previously Presented) The invention of claim 124, wherein the set of one or more venues includes two or more venues.

137. (Previously Presented) The invention of claim 124, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

138. (Currently Amended) The invention of claim 124, further comprising:  
~~(e)~~ receiving a message specified by the purchaser; and  
~~(f)~~ ~~transmitting providing~~ the message to the recipient.

139. (Currently Amended) The invention of claim ~~138~~ 124, wherein the message comprises at least one audio, video, or multimedia portion.

140. (Currently Amended) The invention of claim 124, further comprising the steps of:

~~(e)~~ receiving an instruction from the recipient to purchase at least one selected ~~specified~~ product or service for the purchaser, the at least one selected ~~specified~~ product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

~~(f)~~ ~~transmitting providing~~ to the recipient a notification corresponding to the instruction, ~~wherein the notification identifies the second set of one or more venues;~~  
wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

141. (Currently Amended) The invention of claim 140, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more selected products or services, and (vi) payment information.

142. (Currently Amended) The invention of claim 124, further comprising electronically processing a payment from the purchaser for the at least one selected ~~specified~~ product or service.

143. (Previously Presented) The invention of claim 142, wherein the payment is a debit or credit of a non-money exchange medium.

144. (Currently Amended) The invention of claim 124, wherein the instruction specifies a plurality of selected ~~specified~~ products or services, each at a different set of one or more venues associated with the same recipient.

145. (Previously Presented) The invention of claim 124, wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues.

146. (Currently Amended) The invention of claim 124, further comprising:  
(e) ~~(e)~~ receiving, from a remote communications device used by the purchaser, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and  
(f) ~~(d)~~ initiating step (c) ~~(a)~~ based on receipt of the message.

147. (Currently Amended) The invention of claim 124, further comprising:  
(e) ~~(e)~~ ~~transmitting~~ providing data to enable displaying to the purchaser, on ~~[[a]]~~ the communications device, a list of one or more possible venues; and  
(f) ~~(d)~~ receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues.

148. (Currently Amended) The invention of claim 147, further comprising:  
(g) ~~(e)~~ receiving location-based information obtained from a device or token associated with the recipient; and  
(h) ~~(f)~~ generating the list of one or more possible venues based on the location-based information.

149. (Previously Presented) The invention of claim 148, wherein the device or token is an RFID tag.

150. (Previously Presented) The invention of claim 148, wherein the device or token is a location-enabled mobile telephone.

151. (Previously Presented) The invention of claim 148, wherein the device or token is a device operating according to an 802.11 standard.

152. (Previously Presented) The invention of claim 147, further comprising using a historical list of one or more venues visited by the recipient to generate the list of possible venues.

153. (Previously Presented) The invention of claim 147, wherein the recipient specifies the list of one or more possible venues, and further comprising receiving the list of one or more possible venues from the recipient.

154. (Currently Amended) The invention of claim 153, wherein the recipient specifying ~~specification of~~ the list of one or more possible venues ~~by the recipient~~ occurs at a substantially different time from the receipt of the instruction in step (c) ~~(a)~~.

155. (Previously Presented) The invention of claim 153, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

156. (Previously Presented) The invention of claim 153, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient.

157. (Currently Amended) The invention of claim 124, further comprising:  
(e) (e) transmitting providing data to enable displaying to the purchaser, on [[a]] the communications device, a list of one or more prospective recipients; and  
(f) (d) receiving from the purchaser the selection of a recipient from the list of one or more prospective recipients.

158. (Currently Amended) The invention of claim 157, further comprising:  
(e) (e) receiving location-based information from at least one communications device;  
and  
(f) (d) using the location-based information to generate the list of one or more prospective recipients.

159. (Currently Amended) The invention of claim 158, further comprising:  
(e) (e) receiving data from a profile or criteria associated with at least one of the recipients; and  
(f) (d) generating the list of one or more prospective recipients based on the data from the profile or criteria.

160. (Currently Amended) The invention of claim 124, further comprising transmitting providing identification of the at least one selected product or service ~~product or service~~ to the recipient.

161. (Currently Amended) The invention of claim 124, ~~further comprising receiving the instruction from the purchaser,~~ wherein the purchaser ~~transmits~~ provides the instruction using a physical device located remotely from the venues in the set of one or more venues.

162. (Previously Presented) The invention of claim 124, further comprising receiving the instruction from the purchaser, wherein the purchaser ~~transmits~~ provides the instruction using a physical device located at or near any one of the venues in the set of one or more venues.

163. (Currently Amended) The invention of claim 124, wherein the at least one product or service is a beverage. ~~further comprising:~~  
~~(e) displaying to the purchaser, on a communications device, a list of one or more available products or services; and~~  
~~(d) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services.~~

164. (Currently Amended) The invention of claim ~~124~~ 163, wherein the list of ~~the at least one product or service available products or services~~ is ~~specified~~ provided by the recipient, and further comprising receiving the list of ~~the at least one product or service available products or services~~ from the recipient in advance of receipt of the ~~selection~~ instruction from the purchaser.

165. (Currently Amended) The invention of claim 164, further comprising storing the list of ~~the at least one product or service available products or services~~ in a profile associated with the recipient.

166. (Currently Amended) The invention of claim 124, further comprising:

~~(e)~~ (e) storing an account balance for the purchaser; and

~~(f)~~ (d) debiting or crediting the account balance based on the instruction.

167. (Previously Presented) The invention of claim 166, wherein the stored account balance is in the form of a non-money exchange medium.

168. (Previously Presented) The invention of claim 124, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient; and further comprising delaying the notification until the specified date and/or time.

169. (Currently Amended) The invention of claim 124, further comprising, prior to receipt of the instruction from the purchaser, receiving from a recipient and ~~transmitting~~ providing to a plurality of purchasers a message indicating at least one desired ~~good~~ product or service and/or at least one venue specified by the recipient.

170. (Currently Amended) A computer-implemented system for enabling a purchase of a product or service, the system ~~comprising~~ adapted to:

(a) receive identification of at least one product or service available for purchase at any venue in a set of one or more venues;

(b) present to a purchaser, via a communications device, a list of the at least one product or service;

(c) means for receiving ~~receive~~, via the communications device, an instruction from [[a]] ~~the purchaser to purchase at least one selected product or service from the list specified product or service~~ for a specified recipient different from the purchaser, wherein the at least one ~~specified~~ selected product or service;

(i) is capable of being to be provided to the recipient in person at any venue in [[a]] the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, and

(ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c); and

(d) provide ~~means for transmitting~~ to the recipient a notification corresponding to the instruction, ~~wherein the notification identifies the set of one or more venues.~~

171. (Currently Amended) The invention of claim ~~170~~ 171, wherein the notification further comprises an identifier that enabling the recipient ~~presents or redeems to claim the at least one specified product or service~~ in person at any venue in the set of one or more venues to receive ~~the at least one selected product or service.~~

172. (Currently Amended) The invention of claim ~~172~~ 171, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or alphanumeric expression.

173. (Currently Amended) The invention of claim ~~172~~ 171, wherein the identifier is adapted to be printed on a medium ~~that to enable the recipient presents or redeems to claim the at least one specified product or service by presenting the medium~~ at any venue in the set of one or more venues to receive the at least one selected product or service.

174. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to store associating the instruction with a physical device identifier corresponding to a physical device that the recipient presents adapted to be presented by the recipient at any venue in the set of one or more venues to receive the at least one selected product or service to claim the at least one specified product or service.~~

175. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to:~~

~~(e) (e) transmitting provide~~, to at least one venue in the set of one or more venues, data enabling authentication of the recipient ~~to claim the at least one~~ to receive the at least one selected specified product or service.

176. (Currently Amended) The invention of claim ~~175~~ 176, wherein step ~~(e) (e)~~ is performed at substantially the same time as presentation by the recipient at the at least one venue of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device ~~by the recipient~~ enabling authentication of the recipient to receive the at least one selected product or service to claim the at least one specified product or service.

177. (Currently Amended) The invention of claim ~~175~~ 176, wherein step ~~(e) (e)~~ further comprises ~~transmitting providing~~ the data enabling the authentication of the recipient to all of the venues of the set of one or more venues in advance of presentation by the recipient of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device ~~by the recipient~~ enabling authentication of the recipient ~~to claim the at least one specified to receive the at least one selected product or service~~.

178. (Currently Amended) The invention of claim ~~175~~ 176, wherein the data provided in step ~~(e) (e)~~ comprises identification of the at least one selected product or service.

179. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to:~~

~~(e) (e) storing store~~ instruction data associated with the instruction indicating that the recipient is entitled to the at least one ~~specified selected~~ product or service;

~~(f) (d) receiving receive~~ redemption data from a venue indicating that the at least one ~~specified selected~~ product or service has been provided to the recipient; and

~~(g) (e) updating update~~ the instruction data to indicate that the at least one ~~specified selected~~ product or service has been provided.

180. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to provide transmitting data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the set of one or more venues.~~

181. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to store~~ storing data corresponding to the instruction on a server remote from the set of one or more venues.

182. (Currently Amended) The invention of claim ~~170~~ 171, wherein the set of one or more venues includes two or more venues.

183. (Currently Amended) The invention of claim ~~170~~ 171, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

184. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to:~~

- ~~(e) (e) receiving~~ receive a message specified by the purchaser; and
- ~~(f) (d) transmitting~~ provide the message to the recipient.

185. (Currently Amended) The invention of claim ~~184~~ 171, wherein the message comprises at least one audio, video, or multimedia portion.

186. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising the steps of wherein the system is further adapted to:~~

~~(e) (e) receiving~~ receive an instruction from the recipient to purchase at least one selected ~~specified~~ product or service for the purchaser, the at least one selected ~~specified~~ product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

~~(f) (d) transmitting~~ provide to the recipient a notification corresponding to the instruction, ~~wherein the notification identifies the second set of one or more venues;~~

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

187. (Currently Amended) The invention of claim ~~186~~ 187, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more selected products or services, and (vi) payment information.

188. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to electronically process~~ processing a payment from the purchaser for the at least one selected ~~specified~~ product or service.

189. (Currently Amended) The invention of claim ~~188~~ 189, wherein the payment is a debit or credit of a non-money exchange medium.

190. (Currently Amended) The invention of claim ~~170~~ 171, wherein the instruction specifies a plurality of selected ~~specified~~ products or services, each at a different set of one or more venues associated with the same recipient.

191. (Currently Amended) The invention of claim ~~170~~ 171, wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues.

192. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to:~~

(e) ~~(e) receiving~~, receive, from a remote communications device used by the purchaser, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and

(f) ~~(d) initiating~~ initiate step (c) ~~(a)~~ based on receipt of the message.

193. (Currently Amended) The invention of claim 170 ~~171~~, further comprising wherein the system is further adapted to:

(e) ~~(e) transmitting~~ provide data to enable displaying to the purchaser, on ~~[[a]]~~ the communications device, a list of one or more possible venues; and

(f) ~~(d) receiving~~ receive from the purchaser a selection of the set of one or more venues from the list of one or more possible venues.

194. (Currently Amended) The invention of claim 193 ~~194~~, further comprising wherein the system is further adapted to:

(g) ~~(e) receiving~~ receive location-based information obtained from a device or token associated with the recipient; and

(h) ~~(f) generating~~ generate the list of one or more possible venues based on the location-based information.

195. (Currently Amended) The invention of claim 194 ~~195~~, wherein the device or token is an RFID tag.

196. (Currently Amended) The invention of claim 194 ~~195~~, wherein the device or token is a location-enabled mobile telephone.

197. (Currently Amended) The invention of claim 194 ~~195~~, wherein the device or token is a device operating according to an 802.11 standard.

198. (Currently Amended) The invention of claim 193 ~~194~~, further comprising wherein the system is further adapted to use ~~using~~ a historical list of one or more venues visited by the recipient to generate the list of possible venues.

199. (Currently Amended) The invention of claim 193 ~~194~~, wherein the recipient specifies the list of one or more possible venues, and further comprising wherein the system is further adapted to receive ~~receiving~~ the list of one or more possible venues from the recipient.

200. (Currently Amended) The invention of claim 199 ~~200~~, wherein the recipient specifying ~~specification of~~ the list of one or more possible venues ~~by the recipient~~ occurs at a substantially different time from the receipt of the instruction in step (c) ~~(a)~~.

201. (Currently Amended) The invention of claim 199 ~~200~~, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

202. (Currently Amended) The invention of claim 199 ~~200~~, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient.

203. (Currently Amended) The invention of claim 170 ~~171~~, further comprising wherein the system is further adapted to:

(e) ~~(e) transmitting~~ provide data to enable displaying to the purchaser, on ~~[[a]]~~ the communications device, a list of one or more prospective recipients; and



~~(f) (d) receiving~~ receive from the purchaser the selection of a recipient from the list of one or more prospective recipients.

204. (Currently Amended) The invention of claim ~~203 157~~, ~~further comprising wherein the system is further adapted to:~~

~~(e) (e) receiving~~ receive location-based information from at least one communications device; and

~~(f) (d) using~~ use the location-based information to generate the list of one or more prospective recipients.

205. (Currently Amended) The invention of claim 204, ~~further comprising wherein the system is further adapted to:~~

~~(e) (e) receiving~~ receive data from a profile or criteria associated with at least one of the recipients; and

~~(f) (d) generating~~ generate the list of one or more prospective recipients based on the data from the profile or criteria.

206. (Currently Amended) The invention of claim ~~170 171~~, ~~further comprising wherein the system is further adapted to provide~~ ~~transmitting~~ identification of the at least one product or service to the recipient.

207. (Currently Amended) The invention of claim ~~170 171~~, ~~further comprising wherein the system is further adapted to receive~~ ~~receiving~~ the instruction from the purchaser, wherein the purchaser ~~transmits~~ provides the instruction using a physical device located remotely from the venues in the set of one or more venues.

208. (Currently Amended) The invention of claim ~~170 171~~, ~~further comprising wherein the system is further adapted to receive~~ ~~receiving~~ the instruction from the purchaser, wherein the purchaser ~~transmits~~ the instruction using a physical device located at or near any one of the venues in the set of one or more venues.

209. (Currently Amended) The invention of claim ~~170 171~~, wherein the at least one product or service is a beverage, ~~further comprising:~~

~~(e) displaying to the purchaser, on a communications device, a list of one or more available products or services; and~~

~~(d) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services.~~

210. (Currently Amended) The invention of claim ~~170 210~~, wherein the list of the at least one product or service available products or services is specified provided by the recipient, and ~~further comprising wherein the system is further adapted to receive~~ ~~receiving~~ the list of the at least one product or service available products or services from the recipient in advance of receipt of the selection from the purchaser.

211. (Currently Amended) The invention of claim ~~210 211~~, ~~further comprising wherein the system is further adapted to store~~ ~~storing~~ the list of the at least one product or service one or more available products or services in a profile associated with the recipient.

212. (Currently Amended) The invention of claim ~~170 171~~, ~~further comprising wherein the system is further adapted to:~~

~~(e) (e) storing~~ store an account balance for the purchaser; and

~~(f) (d) debiting or crediting~~ debit or credit the account balance based on the instruction.

213. (Currently Amended) The invention of claim ~~212~~ 213, wherein the stored account balance is in the form of a non-money exchange medium.

214. (Currently Amended) The invention of claim ~~170~~ 171, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient; and further comprising delaying the notification until the specified date and/or time.

215. (Currently Amended) The invention of claim ~~170~~ 171, ~~further comprising wherein the system is further adapted to,~~ prior to receipt of the instruction from the purchaser, ~~receiving~~ receive from a recipient and ~~provide~~ transmitting to a plurality of purchasers a message indicating at least one desired ~~good~~ product or service and/or at least one venue specified by the recipient.

216. (Currently Amended) A machine-readable medium, having encoded thereon program code, wherein, when the program code is executed by a machine, the machine implements a computer-implemented method of enabling a purchase of a product or service, the method comprising:

(a) receiving identification of at least one product or service available for purchase at any venue in a set of one or more venues;

(b) presenting to a purchaser, via a communications device, a list of the at least one product or service;

(c) ~~(a)~~ receiving, via the communications device, an instruction from [[a]] the purchaser to purchase at least one selected product or service from the list specified product or service for a specified recipient different from the purchaser, wherein the at least one selected specified product or service:

(i) is capable of being to be provided to the recipient in person at any venue in [[a]] the set of one or more venues without the purchaser or the recipient providing any input other than the instruction from the purchaser, and

(ii) is available for purchase in person at any venue in the set of one or more venues prior to the performance of steps (b) and (c); and

(d) ~~(b)~~ transmitting providing to the recipient a notification corresponding to the instruction, ~~wherein the notification identifies the set of one or more venues.~~

217. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues; and

(c) transmitting, to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service;

wherein step (c) comprises transmitting the data enabling the authentication of the recipient to all of the venues of the set of one or more venues in advance of presentation by the recipient of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device enabling authentication of the recipient to receive the at least one specified product or service.

218. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) receiving an instruction from the recipient to purchase at least one specified product or service for the purchaser, the at least one specified product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

(d) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the second set of one or more venues;

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

219. (New) The invention of claim 218, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more products or services, and (vi) payment information.

220. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

wherein the instruction specifies a plurality of specified products or services, each at a different set of one or more venues associated with the same recipient.

221. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues.

222. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) receiving, from a remote communications device used by the purchaser, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and

(d) initiating step (a) based on receipt of the message.

223. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues;

(e) receiving location-based information obtained from a device or token associated with the recipient; and

(f) generating the list of one or more possible venues based on the location-based information.

224. (New) The invention of claim 223, wherein the device or token is a location-enabled mobile telephone.

225. (New) The invention of claim 223, wherein the device or token is a device operating according to an 802.11 standard.

226. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues; and

(e) using a historical list of one or more venues visited by the recipient to generate the list of possible venues.

227. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more possible venues;

(d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues, wherein the recipient specifies the list of one or more possible venues; and

(e) receiving the list of one or more possible venues from the recipient.

228. (New) The invention of claim 227, wherein the specification of the list of one or more possible venues by the recipient occurs at a substantially different time from the receipt of the instruction in step (a).

229. (New) The invention of claim 227, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

230. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

wherein the purchaser transmits the instruction using a physical device located remotely from the venues in the set of one or more venues.

231. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) prior to steps (d) and (e), receiving a list of one or more available products or services from the recipient;

(d) displaying to the purchaser, on a communications device, the list of one or more available products or services; and

(e) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services.

232. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues;

(c) storing an account balance for the purchaser; and

(d) debiting or crediting the account balance based on the instruction.

233. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues, wherein the instruction comprises a specified date and/or time for a notification corresponding to the instruction to be provided to the recipient;

(b) delaying the notification until the specified date and/or time; and

(c) transmitting to the recipient the notification, wherein the notification identifies the set of one or more venues.

234. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) prior to steps (b) and (c), receiving from a recipient and transmitting to a plurality of purchasers a message indicating at least one desired good or service and/or at least one venue specified by the recipient;

(b) receiving an instruction from a purchaser to purchase at least one specified product or service for the recipient, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(c) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues.

235. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

(a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues;

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues; and

(c) transmitting, to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service; wherein the at least one product or service is a beverage.